

ABSTRACT OF THE DISCLOSURE

A photographing apparatus provided with a picture-taking device which photographs a subject, includes a transmission type chart to be attached to the photographing apparatus and having at least a chromatic color portion; a storage device which stores a color reproduction target value for the chromatic color portion of the chart; and a correction device which corrects a color correction coefficient of image data obtained by photographing by the photographing apparatus, on the basis of image data obtained by photographing an achromatic color portion of a subject by the picture-taking device through the chromatic color portion of the chart and on the basis of the color reproduction target value stored in the storage device.